



Terms of Reference Tourism Inclusive Business Consultant

Programme overview

The Business Innovation Facility (BIF or the Facility) is a 5-year initiative funded by the UK Department for International Development (DFID) implemented in Myanmar, Malawi and Nigeria.

The Facility employs a 'Market Systems Approach' - aiming for large scale, sustainable economic impact by focusing on catalysing change in overall markets rather than targeting individual operators within that market. The aim of BIF is to facilitate inclusive growth by facilitating access to economic opportunities for poor people to engage in markets as employees, producers or consumers.

To do so, BIF primarily works by supporting companies to innovate. BIF partners with companies that are operating in selected markets and have the potential to benefit many poor people. BIF supports these companies to develop inclusive business models and disseminates the benefits of these innovations. To do so, BIF provides high quality consultancy services to support commercially viable pro-poor market innovations that will enhance economic growth, create wealth, and reduce poverty.

BIF focuses its work on three sectors: garment, tourism and bamboo. The team has identified and selected these markets based on their growth potential and the opportunities they provide to facilitate an inclusive market-wide system change.

Background of the Product and Package Innovation Competition (PPIC) in the tourism market

The BIF Tourism Market Analysis and Strategy recognises that there is a lack of innovative tourist practices across Myanmar through which the poor can benefit. While research for the strategy has uncovered some good examples of progressive operators proactively seeking out local entrepreneurs and helping them to develop new products that benefit poor people, this is not happening very often and there is significant potential for far more innovation. Even where products that can benefit poor people are well-established they are not designed and operated in a way that maximises benefits to the poor, for example trekking that does not engage or benefit the poor communities through which trekkers walk, or do not innovate to find new routes and reach different communities.

As part of the Tourism Market Intervention A, which aims to address the innovation gap in the tourism market, BIF introduced the Product and Package Innovation Competition (PPIC) in 2015 and has successfully run the competition for three years. The PPIC is a competitive grant and/or technical assistance (TA) scheme that aims to stimulate the creation of innovative, inclusive tourism products and packages, and increase the competitiveness of national operators.

Through this competitive process BIF has provided technical assistance to 132 businesses. A total of 55 prizes (grant and/or TA) were awarded. Monitoring of these businesses has enabled BIF to create a comprehensive data set on business's performance, impact on suppliers and indirect financial impact through out of pocket expenditures from tourists. By showcasing success stories, introducing new concepts and best practices in inclusive tourism, and institutionalising the experience of the 2015, 2016 and 2017 PPIC winners and the BIF team, the Facility will encourage more tour operators, travel agents, hoteliers and restaurants to implement inclusive tourism products.

Description of services

The Tourism Inclusive Business Consultant will be expected to do the following:

- Organise and deliver two two-day marketing training events, one each in Yangon and Kalaw (tbc), for PPIC businesses and expand businesses that are potentially transformative and whose inclusive business performance could be improved. Travel Hubs in Hpa-an and Dawei will also be invited to attend the training in Yangon. In consultation with the BIF Tourism Team, develop agendas and content (slides) for the training.
- Arrange follow-on consultations with the above-mentioned Product and Package Innovation Competition (PPIC) businesses and expand businesses to provide diagnostics of their current marketing and simple marketing plans.
- Both the training and follow-on consultations should focus on influencing businesses to innovate new inclusive tourism models and/or replicate and adapt existing business models supported through the PPIC. They should also incorporate messages on Do No Harm / adopting conflict sensitive approaches. This should be done through providing participants with clear explanations, tips, tools and opportunities for product development and marketing.
- Create opportunities and linkages to existing local and international operators, networks, institutions, and markets to increase sales and thus contribute to greater economic impact for the suppliers and service providers involved in the delivery of inclusive products and packages. For example, advise businesses on how and who they could contact in high income markets (e.g. Europe and Japan) or which tourism fairs and events they should attend to market their products and services

Deliverables

1. Tourism marketing for small businesses – materials for the two training events (slides, agenda and other supporting materials such as activities for participants). By 8 May 2019.
2. Updated action plans for each business selected to receive support. By 31 May 2019.

Duration and schedule

This assignment will start on 6 May and be completed by 31 May. This assignment is for a total of 15 days.

Location

This assignment will take place in Yangon and Kalaw, Myanmar.

Application process

Interested individuals are requested to send a professional CV to Yadana Thant (Tourism Market Manager) at yadanathant.bif@gmail.com, copying Deborah Barnes (BIF Myanmar Programme Manager) at deborah.j.barnes@pwc.com with the subject line "Tourism Inclusive Business Consultant". The deadline for application is the end of Monday 22 April 2019.

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